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Brazil

Promotion Opportunities

Relevant 2005 Trade Events

2005

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Report Highlights:

The U.S. Agricultural Trade Office - Brazil (ATO), located in Sao Paulo, hereby provides a partial list of relevant Brazilian trade events for agricultural, fishery and forest products for U.S. exporters interested in establishing trade contact with Brazilian importers.

Includes PSD Changes: No
Includes Trade Matrix: No
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Section I. Trade Shows

Information on the following trade shows is provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the organizer. Please contact the organizer directly for further information.

May

VIVAVINHO/ EXPOVINIS 2005

Venue: ITM Expo - São Paulo, SP
Date: May 03 – 05, 2005
Organization: Exponor Brasil
Av. Angélica, 2466 Cj. 154
01228-200 - São Paulo - SP
Tel.: (55-11) 3151 6444
Fax: (55-11) 3151 4861
E-mail: exponor@exponor.com.br
Web: www.vivavinho.com.br

International Wine & Spirits Fair. This will be the 9th edition of the largest event in the Latin American wine sector, which continues to expand each year. Main companies in the segment will be participating, presenting the best national and international wines. The event receives a large number of visitors, and included among them are wineries, bars and restaurants, distributors, importers, hotel chains, supermarkets and vinicultures, as well as connoisseurs and professionals in the segment.

BIO BRAZIL FAIR

Venue: Bial do Parque Ibirapuera - São Paulo, SP
Date: May 07 – 10, 2005
Organization: Francal Feiras e Empreendimentos Ltda.
Av. Copacabana, 238, 3º andar
06465-903, Alphaville - Barueri - SP
Tel.: (5511) 4689-3100
Fax: (5511) 4191.0200
E-mail: feiras@francal.com.br
Web: <http://www.biobrazilfair.com.br/>

Bio Brazil Fair – 1st international organics and agro-ecology fair. Bio Brazil Fair was specifically developed to meet the needs of producers and manufacturers in recognition of increasing domestic production and consumption of organic products. The Brazilian organic sector has enjoyed considerable growth and could eventually become the world's largest organic exporter. The show includes a diverse mix of organic products – from fresh produce and processed products, as well as projects from sustainable production, certifiers, financial institutions, raw material and technology. The Latin America Forum for Organic and Sustainable Agriculture brings renowned professionals and authorities to discuss these issues.

APAS 2005

Venue: Expo Center Norte - São Paulo, SP
Date: May 09 – 12, 2005
Organization: Associação Paulista de Supermercados – APAS
Rua Pio XI, 1200
05060-001 - São Paulo – SP
Tel: (55-11) 3647-5000
Fax: (55-11) 3647-5017
E-mail: comercial@apas.com.br
Web site: www.apas.com.br

APAS is The Sao Paulo's Supermarket Association Show. Taking part in this event means, getting in touch with the professionals involved in Brazil's and South America's largest food retail area. It should be noted that the supermarket industry accounts for 7% of the Brazilian GDP, and Sao Paulo State represents approximately 40% of the food retail business. For international exhibitors, this is the most valued food products trade event for the Brazilian market.

APAS- FLV

Venue: Expo Center Norte – São Paulo, SP
Date: May 09 a 12, 2005
Organization: Associação Paulista de Supermercados – APAS
Rua Pio XI, 1200
05060-001 - São Paulo – SP
Tel: (55-11) 3647-5000
Fax: (55-11) 3647-5017
E-mail: comercial@apas.com.br
Web site: www.apas.com.br

APAS- FLV: Flowers, Fruits and Produce Conference and Trade Show. Solid in Europe and United States, the market has been working with high technology and development. In Brazil, the FLV segment generates approximately 10% of a supermarket's revenue. This figure can be improved with solutions in production, transport, logistic, packing, marketing, and communication. The FLV event shows to this sector the best access to the information and technology to develop the supply chain and increase trade.

SEAFOOD EXPO

Venue: Expo Center Norte - Yellow Pavilion - São Paulo, SP
Date: May 10 – 12, 2005
Organization: VNU Business Media do Brasil
Rua Wanderley, 848
05011-001 – São Paulo - SP
Tel: (55-11) 3873-0081
Fax: (55-11) 3873-1912
E-mail: seafood@vnu.com.br
Web site: www.seafood.com.br

2nd international trade show for the Latin America seafood and aquaculture industry. VNU Business is a subsidiary of VNU International, a major international media and information company with leading market positions in over 100 countries. Both the exhibitors and organizers considered the first Seafood Latin America exhibition, a great success. It was attended by over 4.500 professional from Brazil and other countries.

June

FISPAL 2005

Venue: Anhembi - São Paulo, SP
Date: June 07 – 10, 2005
Organization: Grupo Brasil Rio
Rua Ministro Nelson Hungria, 239 - conj. 04
05690-050 – São Paulo – SP
Tel: (55-11) 3759-7170
Fax: (55-11) 3758-1676
E-mail: alimentos@fispal.com.br
Web site: www.fispal.com.br

21st International Fair of Food Products & Services. FISPAL has increasingly directed its expertise to organizing communication between companies from all regions of Brazil and other countries with particular focus on the food service sector but also addressing the wholesaling and retailing channels. As a result, an area has been created where exhibitors and buyers negotiate their products and services, expand their markets and strengthen their relationships with the generation of future business and partnerships.

ABF EXPOSIÇÃO E CONFERÊNCIA SOBRE FRANQUIAS 2005

Venue: ITM Expo - São Paulo, SP
Date: June 08 – 11, 2005
Organization: Guazzelli Feiras Messe Frankfurt Ltda.
Alameda Rio Negro, 433 - 2º andar - Prédio 1
06454-904 - Barueri – SP
Tel: (55-11) 4688-6018
Fax: (55-11) 4688-6050
E-mail: abfexpo@guazzelli.com.br
Web site: www.abfexpo.com.br

ABF Franchising Expo: International Franchising Fair. Commercial and technical trade show for the development and promotion of franchising companies. Open by invitation and ticket entrance.

FEICORTE 2005

Venue: Centro de Exposições Imigrantes - São Paulo, SP
Date: June 14 – 18, 2005
Organization: Agro Centro
Rodovia dos Imigrantes, Km 1.5
04329-900 - São Paulo – SP
Tel: (55-11) 5073-7799
Fax: (55-11) 5058-9400
E-mail: info@feicorte.com.br
Web site: www.feicorte.com.br

11th International Meat Industry Trade fair and 11th Brazilian Beef Cattle Breeders Expo. Feicorte 2005, the biggest indoor livestock fair in Latin America will show the best in technology: genetic improvements, hygiene controls and carcass standardization, among others. These factors help to explain why Brazil is the biggest beef exporter of the world. Feicorte 2004 attendance far surpassed 2003's, with 3,000 animals and a record number of visitors. It also achieved one of the principal goals of the fair: attract a significant percentage of the urban business community of livestock investors to the Imigrantes Exhibition Center.

July

FIPAN 2005

Venue: Expo Center Norte – São Paulo, SP
Date: July 26 – 29, 2005
Organization: Seven
R. Frei Caneca, 91- 9º andar
01307-001 - São Paulo - SP
Tel/fax: (55-11) 3159-4223
Fax: (55-11) 3101-4852
E-mail: fipan@fipan.com.br
Web site: www.fipan.com.br

FIPAN is a trade show that targets the bakery and confectionary industries as well as the whole retail food chain. This is the largest event for the sector in Latin America.

EXPOMILK 2005

Venue: Centro de Exposição Imigrantes - São Paulo, SP
Date: July 26 - 30, 2005
Organization: Agro Centro
Rodovia dos Imigrantes, Km 1.5
04329-900 - São Paulo - SP
Tel: (55-11) 5073-7799
Fax: (55-11) 5058-9400
E-mail: info@expomilk.com.br
Web site: www.expomilk.com.br

Expomilk - 14th Brazilian Dairy Cattle Exhibition and 14th International Dairy Industry Expo. Expomilk is an event dedicated to producers, breeders, technicians and professionals who comprise the dairy production chain. This show presents the very best in technological developments to meet the demands of the domestic market. A series of parallel events take place such as technical debates and workshops, dairy cattle exhibits and the IV Forum of the Dairy Production Chain.

GOURMET & CIA

Venue: Centro de Exposições de Curitiba - Parque Barigui – Curitiba, PR
Date: July 27 - 31, 2005
Organization: Diretriz Feiras e Eventos Ltda
Rodovia do Café – KM Zero – BR 277 Barigui
82.010 480 - Curitiba - PR
Tel.: (5541) 335.3377
Fax: (5541) 335.3377
E-mail: diretriz@diretriz.com.br
Web site: www.diretriz.com.br

Gourmet & Cia - 5th South Brazilian Gastronomy Fair. This exhibition presents the technological development of the food industry and promotes the market high-end gastronomy in small, medium and large-scale retail to suppliers and the public in general. Presentations by wine and sparkling wine experts, and workshops with some of the main chefs in Brazil are among the highlights of this show.

August

SWEET BRAZIL 2005

Venue: Recife, PE
Date: August 09 – 12, 2005
Organization: Hannover Fair Sulamérica Ltda.
Av. Angélica, 688 - cj. 802
01228-000 - São Paulo - SP
Tel: (55-11) 3662-4692
Fax: (55-11) 3826-8175
E-mail: hanover@hanover.com.br
Web site: www.abicab.org.br

Brazil is the world's second leading producer of candies and the fifth producer of chocolate. This trade show is supported by the Brazilian Candy, Chocolate, Cocoa and Peanut Association (ABICAB). This 7th international trade show is dedicated to the candy and chocolate sectors. More than 60 exhibitors will showcase their products and services. This show will be held in conjunction with the 24th Expo ABAD Trade Show.

EXPO ABAD 2005

Venue: Recife, PE
Date: August 09 – 12, 2005
Organization: Associação Brasileira de Atacadistas e Distribuidores - ABAD
Av. Nove de Julho, 3147, 11 andar
01451-900 - São Paulo - SP
Tel/Fax: (55-11) 3056-7500
E-mail: abad@abad.com.br
Web site: www.abad.com.br

This is the 24th edition of the Expo ABAD, the Brazilian Association of Wholesalers and Distributors. This international trade show is dedicated to the wholesale sector. At the 2004 show, more than 230 food, beverage and equipment companies showcased their products. More than 24,000 visitors attended the show. Show organizers expect 250 exhibitors for the 2005 edition that will be held in conjunction with the 7th Sweet Brazil.

FOOD INGREDIENTS SOUTH AMERICA 2005

Venue: Transamérica Expo – São Paulo, SP
Date: From August 30 to September 01, 2005
Organization: VNU Business Media
Rua Wanderley, 848
05011-001 - São Paulo - SP
Tel: (55-11) 3873-0081
Fax: (55-11) 3873-1912
E-mail: fisa@vnu.com.br
Web site: www.fisa.com.br

Food Ingredients South America is the leading trade show for new trends, solutions and technologies for the food industry. The event is the world's fourth largest food ingredients show. In 2004 more than 450 companies from 30 countries displayed their products to purchasing, R&D, processing and marketing professionals from the food and beverage industry.

September

EXPO ABRAS 2005

Venue: Centro de Exposição Imigrantes – São Paulo, SP
Date: September 05 - 08, 2005
Organization: Associação Brasileira de Supermercados - ABRAS
Av. Diógenes Ribeiro Lima, 2872 - Alto da Lapa
05083-901 - São Paulo – SP
Tel: (55-11) 3838-4500
Fax: (55-11) 3887-9933
E-mail: info@abrasnet.com.br
Web site: www.abrasnet.com.br

According to the organizers, this show is considered the most important supermarket trade show in Latin America and the second most important in the world. Open only to sector professionals.

EQUIPOTEL 2005

Venue: Pavilhão de Exposições do Parque Anhembi – São Paulo, SP
Date: September 20 – 23, 2005
Organization: EQUIPOTEL - Feiras, Edições e Promoções Ltda.
Rua Afonso Celso, 797
04119-060 – São Paulo - SP
Tel: (55-11) 5574-5166
Fax: (55-11) 5549-5043
E-mail: equipotel@equipotel.com.br
Web site: www.equipotel.com.br

This international trade show is dedicated to the hotel, restaurant and institutional sector. Open only to sector professionals.

VINO BRASIL 2005

Venue: Funda Parque Expo - Bento Gonçalves, RS
Date: September 22 – 24, 2005
Organization: L & M Comunicações Ltda.
Rua Arthur de Almeida, 73
04011-080 – São Paulo – SP
Tel: (55-11) 5572-1221
Fax: (55-11) 5572-5335
E-mail: comercial@newtrade.com.br
Web site: www.vinobrasil.com.br

This annual international show is dedicated to the wine sector and will feature the most recent developments in technology and equipment. The show, held in Brazil's traditional wine producing region, is divided into two showcases: Vino Brasil Showcase and Vino Gourmet. The first showcase is especially designed for suppliers, professionals, grape growers and winemakers. The Vino Gourmet Showcase will present wines and wine-related accessories to restaurants, hotels, chefs, retailers and wholesalers. The International Forum for Viticulture and Oenology (FEAVIN) will also be held during this event.

BOA MESA EXPOGOURMET 2005

Venue: ITM Expo – São Paulo, SP
Date: From September 27 to October 01, 2005
Organization: Jatobá Eventos S.A.
Av. Brigadeiro Faria Lima, 1461, cj. 54
01407-000 - São Paulo - SP
Tel: (55-11) 3819-7955
Fax: (55-11) 3097-0565
E-mail: boamesa@boamesa.com.br
Web site: www.boamesa.com.br

This is an annual trade show for high-end food and beverages, equipment and services for the HRI sector. Although this is a small show (approximately 155 exhibitors and 39,000 visitors), it has significant influence with sector opinion-makers, gathering together as it does Brazil's top chefs and introducing them to new trends, products and cooking techniques through classes, tasting, and exhibits. Open to the general public.

October

PET SOUTH AMERICA 2005

Venue: Transamerica Expo Center – São Paulo, SP
Date: October 05 – 07, 2005
Organization: VNU Business Media
Rua Wanderley, 848
05011-001 - São Paulo - SP
Tel: (55-11) 3873-0081
Fax: (55-11) 3873-1912
E-mail: pet@vnu.com.br
Web site: www.vnu.com.br

The most relevant trade show for the Latin America pet industry. Pet South America is the leading South America trade show for suppliers to the Latin America pet industry. In 2003 and 2004 more than 350 companies from 21 countries displayed their products to more than 30,000 professional visitors.

Section II. Retail In-Store Promotions

Not applicable at this time.

Section III. Hotel, Restaurant, Institutional (HRI) Promotions

Not applicable at this time.

Section IV. Other Promotional Activities

Not applicable at this time.

Section V. Post contact and Further information

If you have any questions or comments regarding this report or need assistance exporting processed food products to Brazil, please do not hesitate to contact the U.S. Agricultural Trade Office in Sao Paulo or the Office of Agricultural Affairs in Brasilia at the following addresses:

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APO AA 34030-3502

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04709-110 São Paulo, SP
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Fax: (55 11) 5186-7499
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70403-900 Brasília, DF
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E-mail: agbrasil@usda.gov

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